SQUARE D FORGES AHEAD

OR

LET RAMAC DO IT

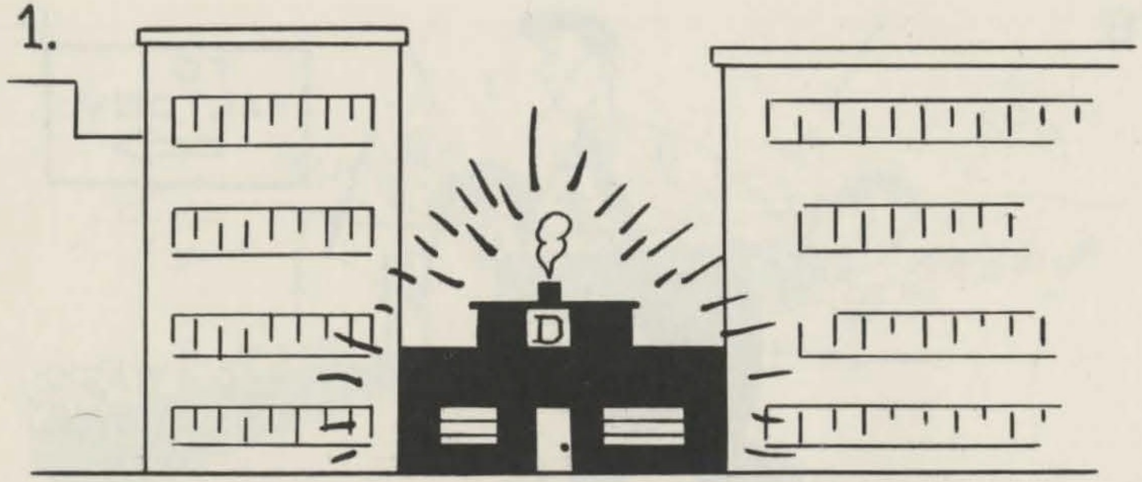
SQUARE D FORGES AHEAD
OR
LET RAMAC DO IT

by
Willard Jerome
Loretta Hartford

Art Work by
Paul Sackenheim

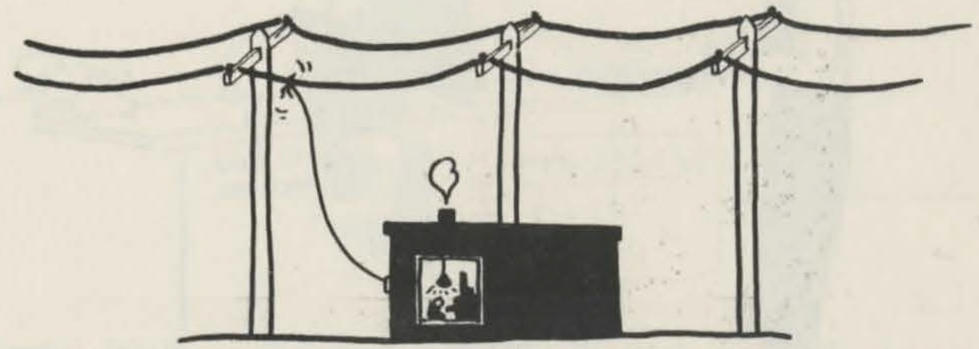
This booklet was distributed to Square D office employees three weeks before the arrival of the test model RAMAC May 15, 1957 to allay their fears that a machine was being brought in to take over their jobs. As a result the Ramac was favorably received.

1.



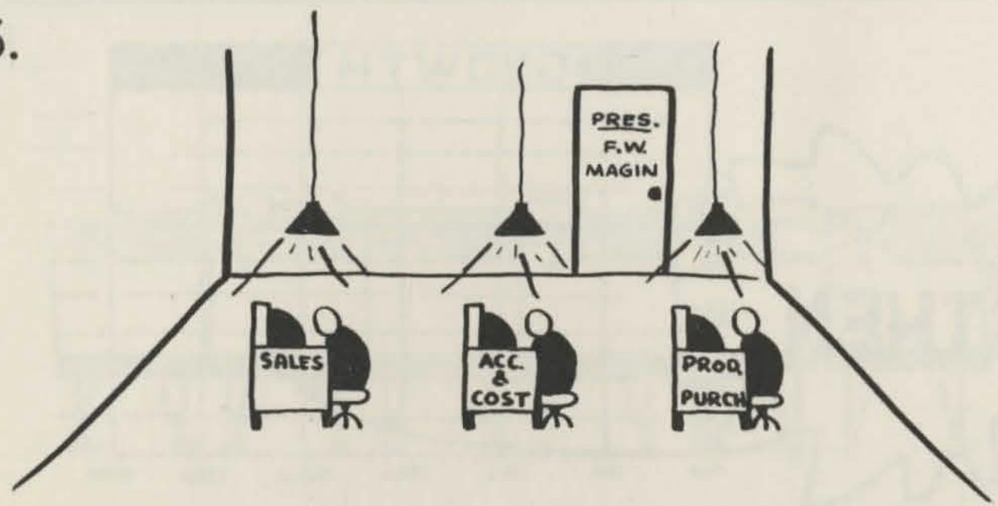
ONCE UPON A TIME SQUARE D'S MILWAUKEE PLANT WAS VERY SMALL.

2.



COMPETITION WASN'T GREAT BECAUSE THE USE OF ELECTRICITY WAS LIMITED.

3.



A FEW CLERKS KEPT ALL THE RECORDS.

4.

NOT MANY INVENTORY RECORDS WERE NECESSARY, BECAUSE IF A MAN IN THE FACTORY WAS RUNNING OUT OF PARTS HE TOLD THE FOREMAN.

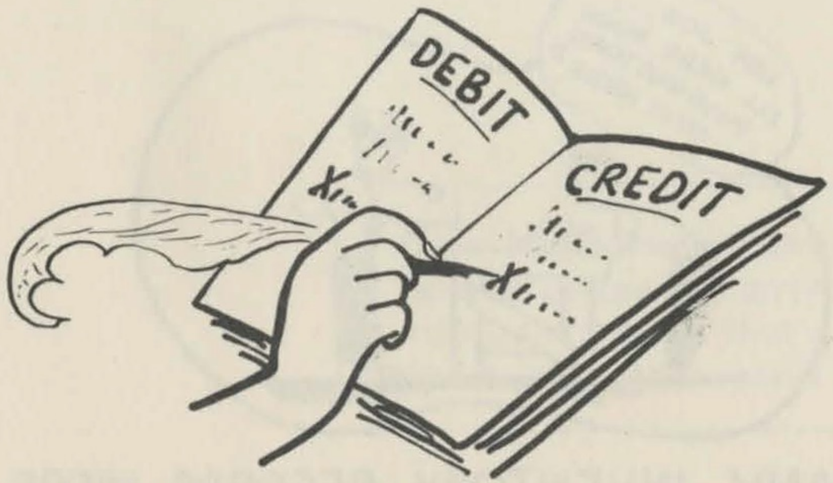
5.

THE FOREMAN TOLD THE MATERIAL CONTROL CLERK HE NEEDED THE PART.

6.

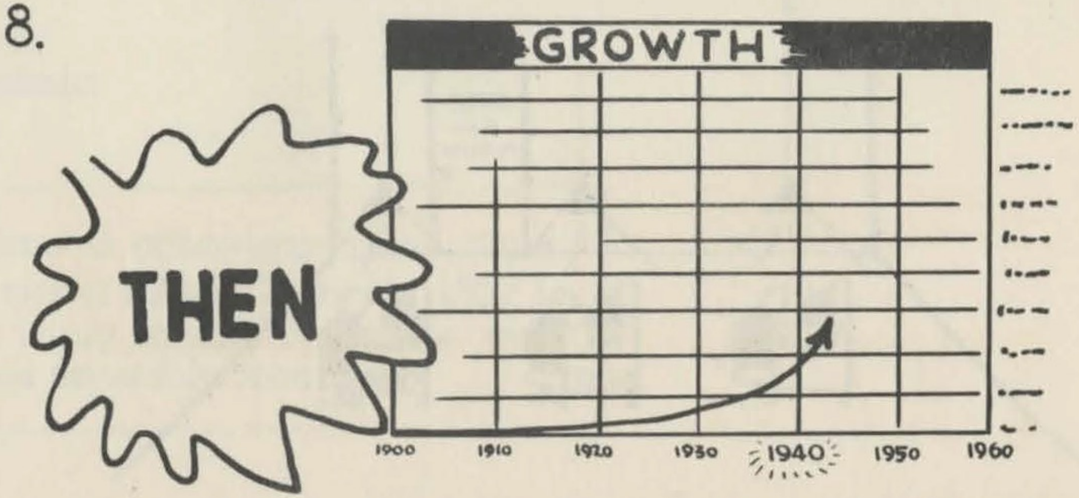
THE CLERK WROTE THE ORDER AND KEPT THE RECORD.

7.



HE POSTED TO HIS LEDGERS EVERY DAY, SO ALL THE RECORDS WERE ALWAYS UP TO DATE.

8.

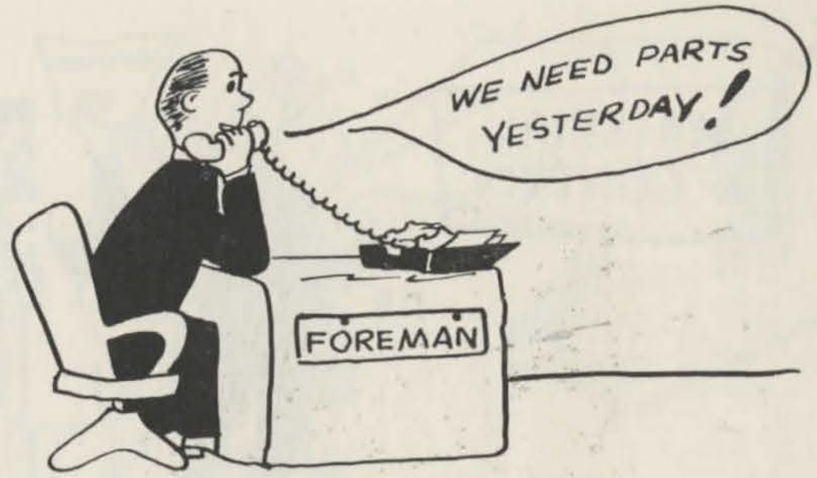


SQUARE D STARTED TO GROW. IT HAD A GOOD PRODUCT THAT WAS IN DEMAND.

9.

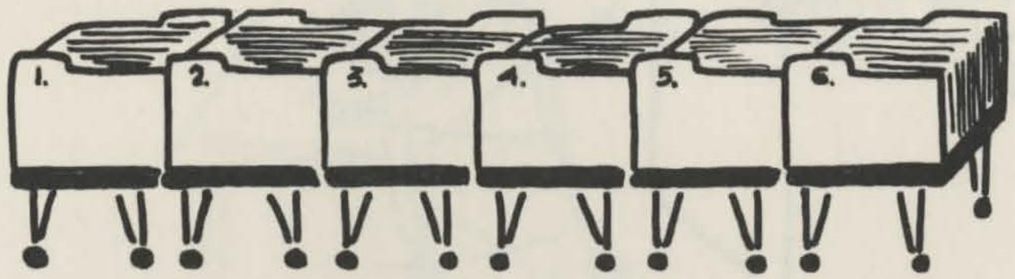
MORE PEOPLE WERE HIRED AND MORE OFFICE WORKERS WERE NEEDED.

10.



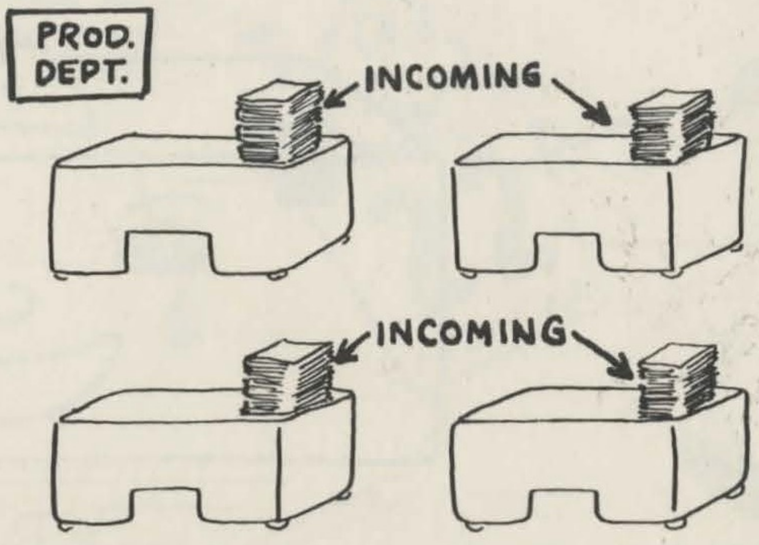
WITH EXPANDED OPERATIONS, THE FACTORY FOREMEN DIDN'T KNOW SOON ENOUGH WHEN THEY WERE RUNNING OUT OF PARTS.

11.



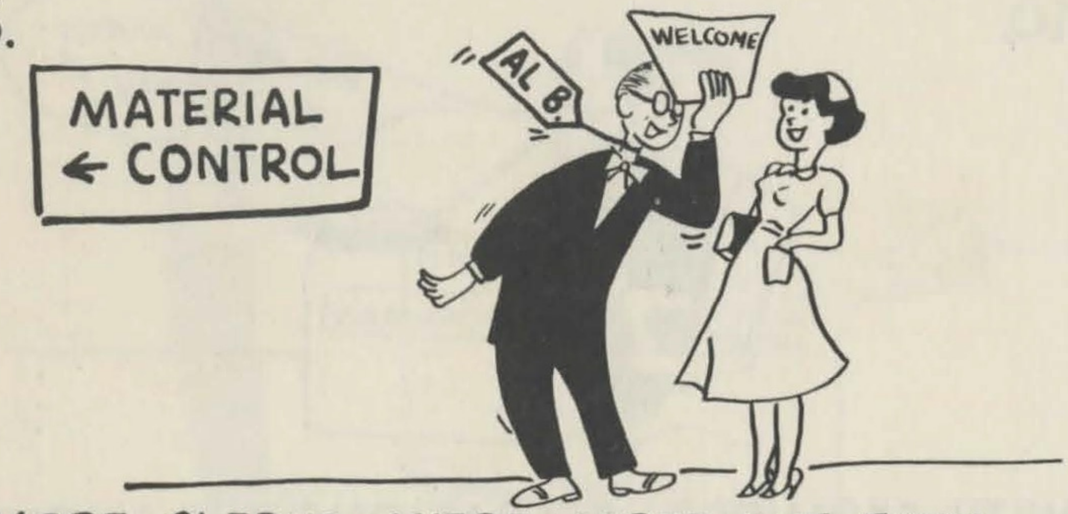
THE PRODUCTION DEPARTMENT HAD TO KEEP MORE RECORDS SO PARTS WOULD BE ORDERED SOON ENOUGH.

12.



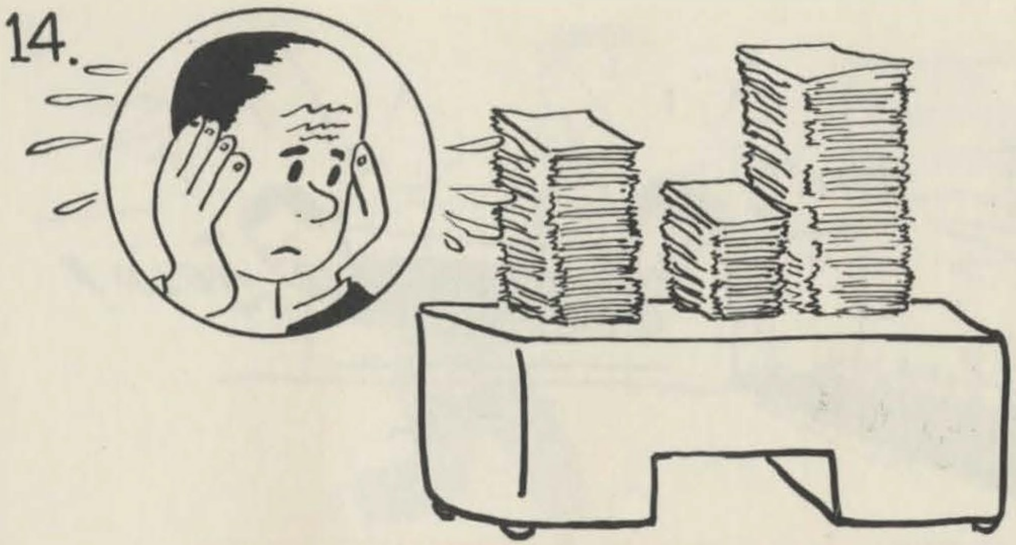
THE WORK PILED UP.

13.



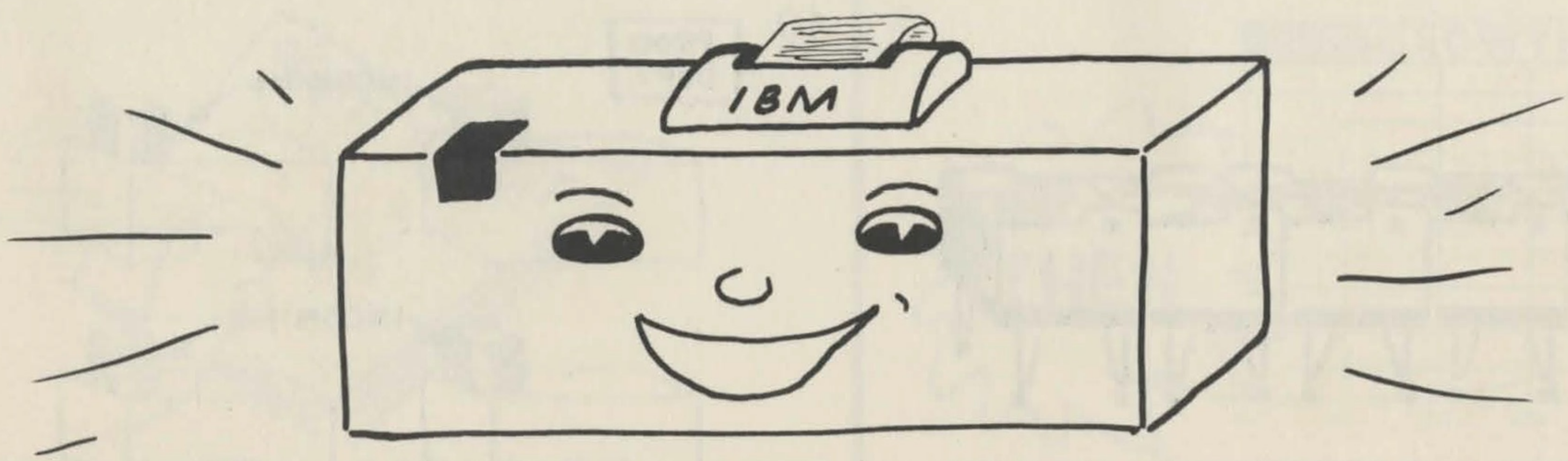
MORE CLERKS WERE HIRED BUT THEY COULDN'T KEEP UP DOING THEIR WORK BY HAND.

14.



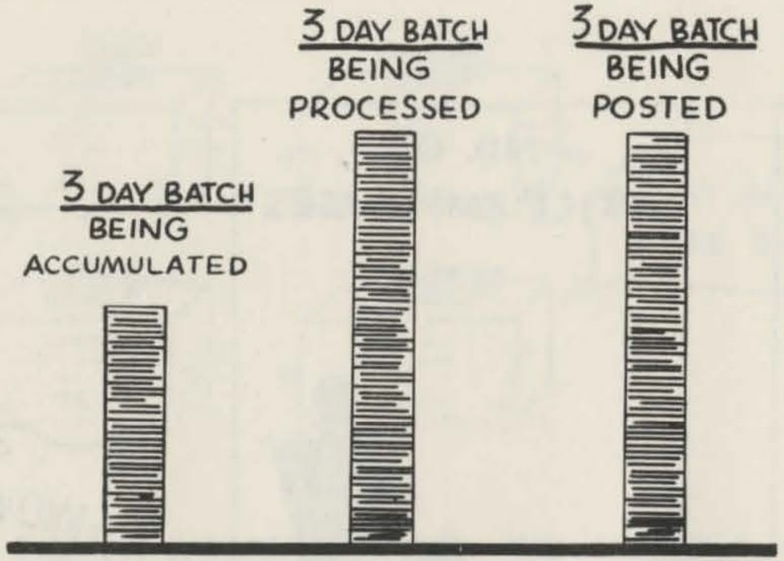
THINGS GOT SO BAD THAT SOMETHING HAD TO BE DONE.

15.



TABULATING MACHINES PROVIDED A TEMPORARY SOLUTION THAT IS STILL IN USE.

16.

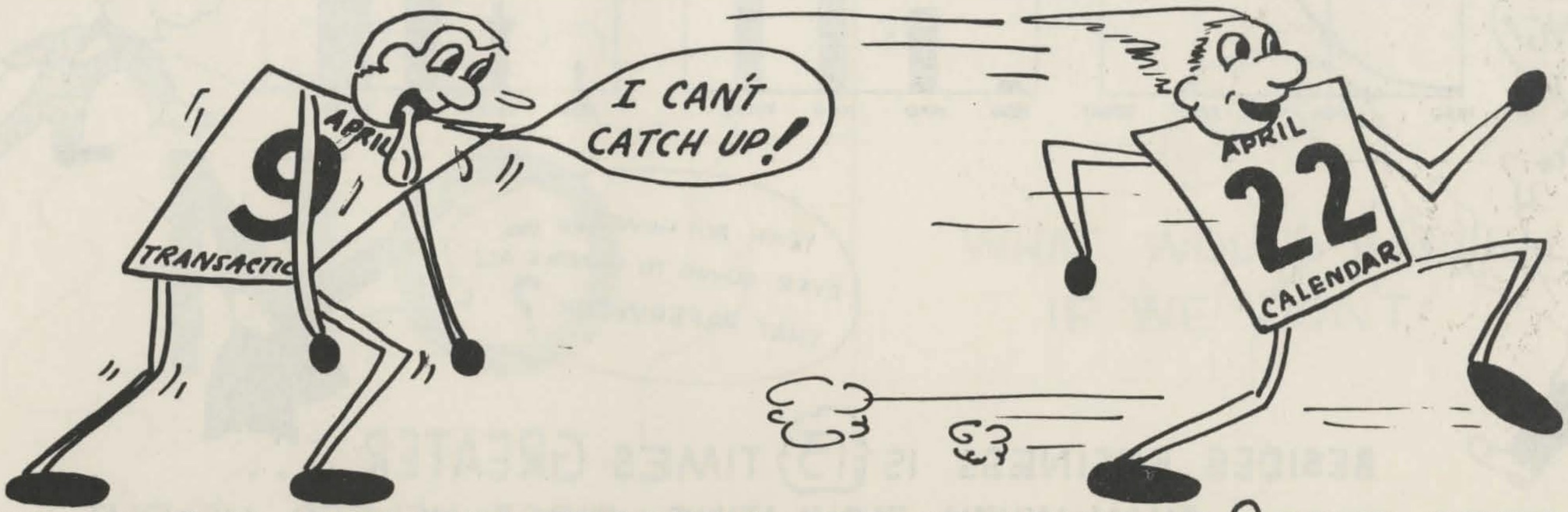


TAB CARDS ARE KEYPUNCHED AND HELD UNTIL TIME TO LIST THEM.

17.

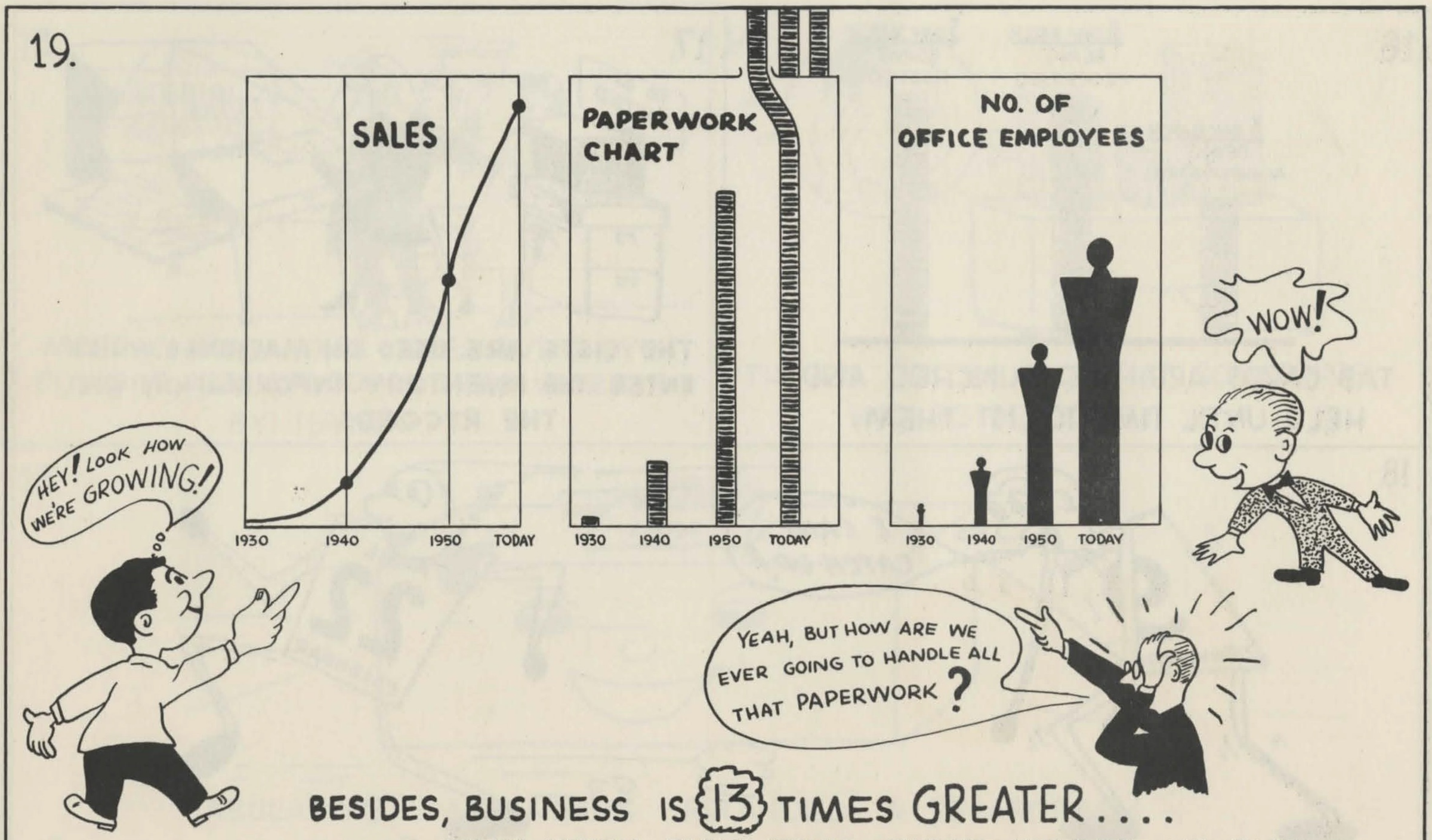
THE LISTS ARE USED ON MACHINES WHICH ENTER THE INVENTORY INFORMATION ON THE RECORDS.

18.



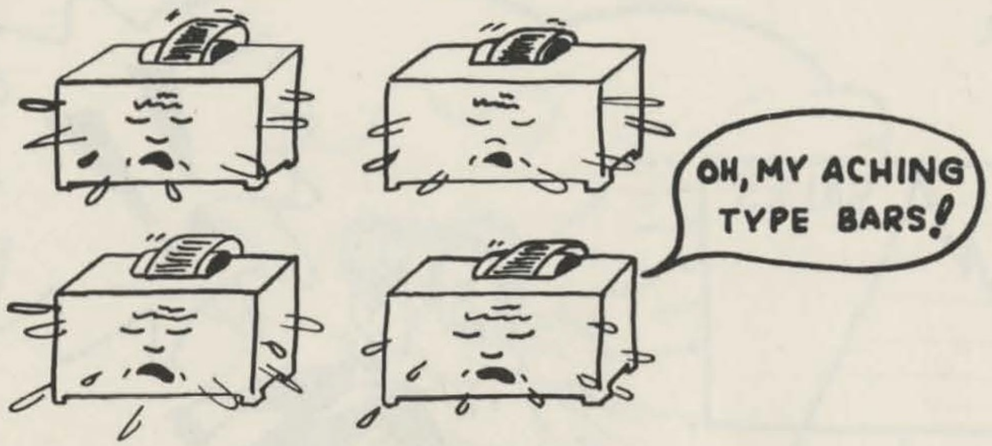
THIS IS O.K. BUT THE RECORDS ARE AS MUCH AS 9 DAYS BEHIND. . . .

19.



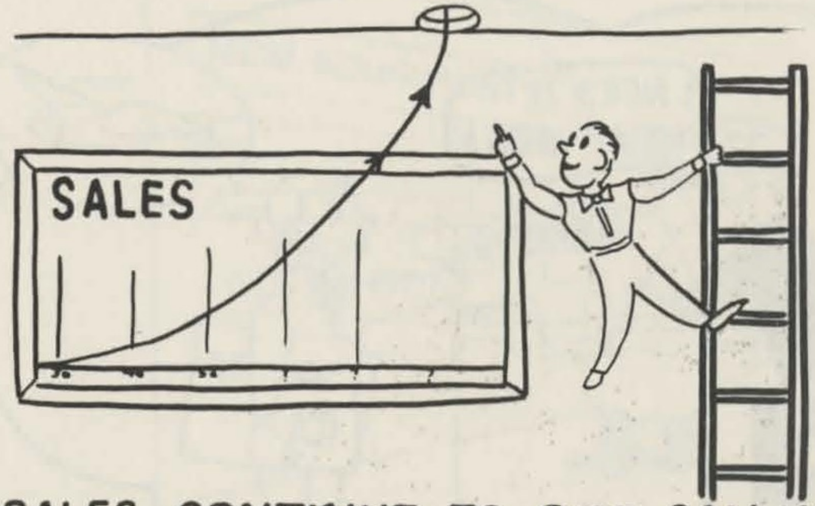
BESIDES, BUSINESS IS 13 TIMES GREATER....
THAN WHEN TABULATING FIRST HELPED US OUT.

20.



NOW TABULATING HAS TO WORK HARD TO KEEP UP WITH THE INCREASED VOLUME.

21.



IF SALES CONTINUE TO RISE, CAN WE MAINTAIN THE SAME SERVICE TO OUR CUSTOMERS WITH PRESENT METHODS?

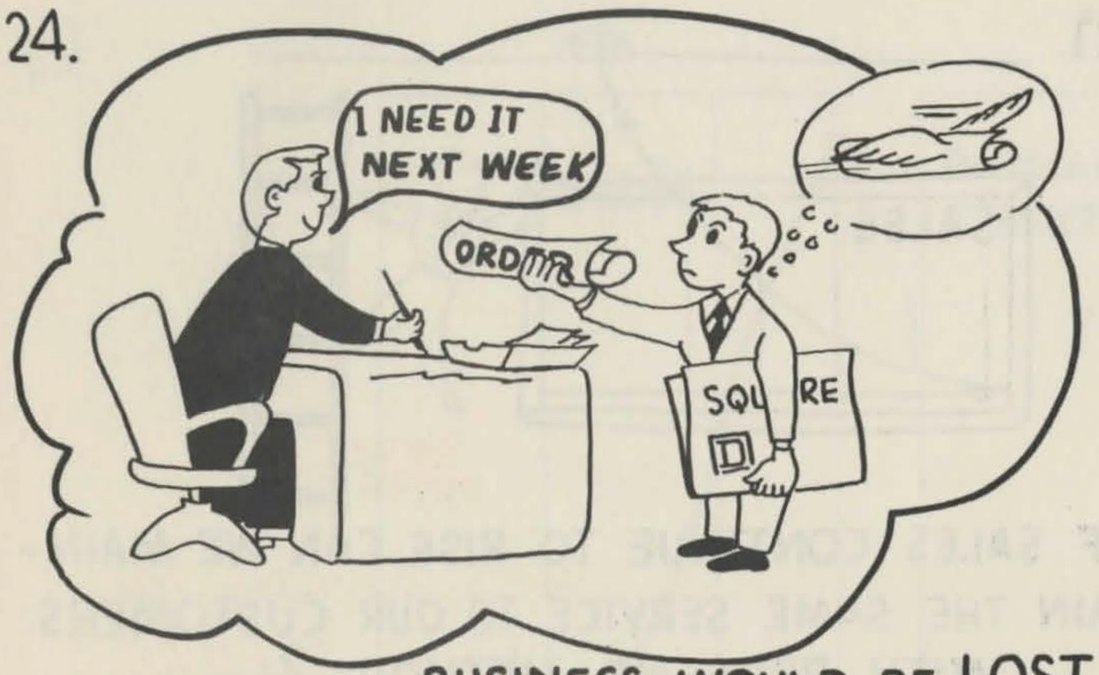
22.

NO

23.

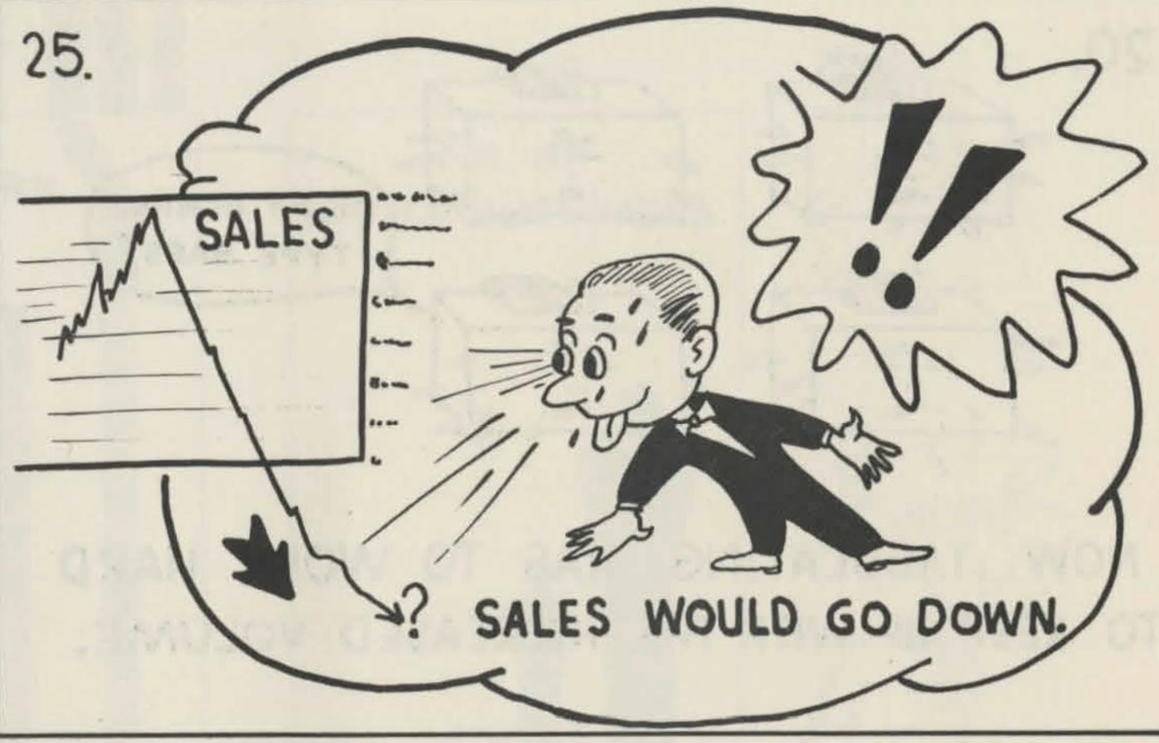
WHAT WOULD HAPPEN IF WE DON'T

24.



BUSINESS WOULD BE LOST.

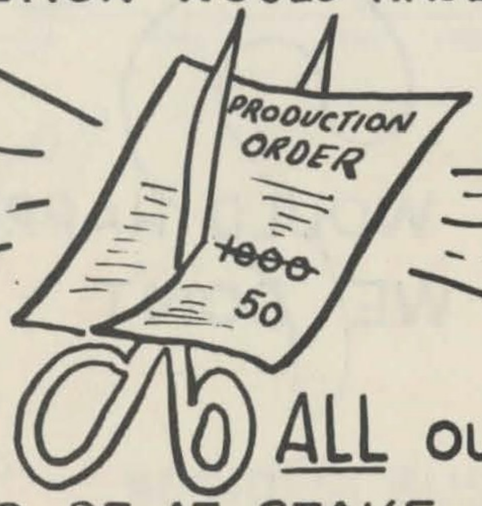
25.



SALES WOULD GO DOWN.

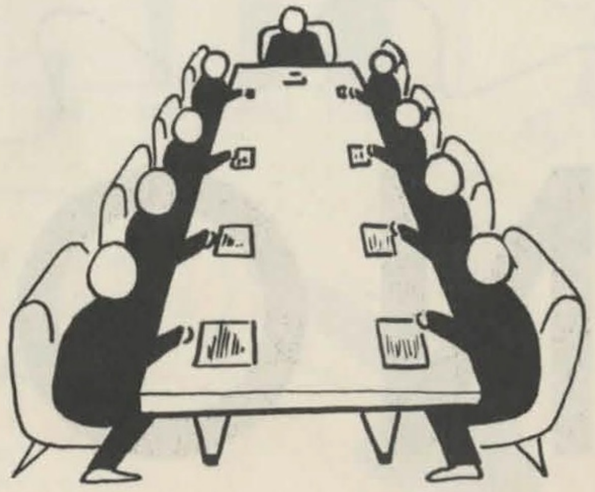
26.

PRODUCTION WOULD HAVE TO BE CUT.



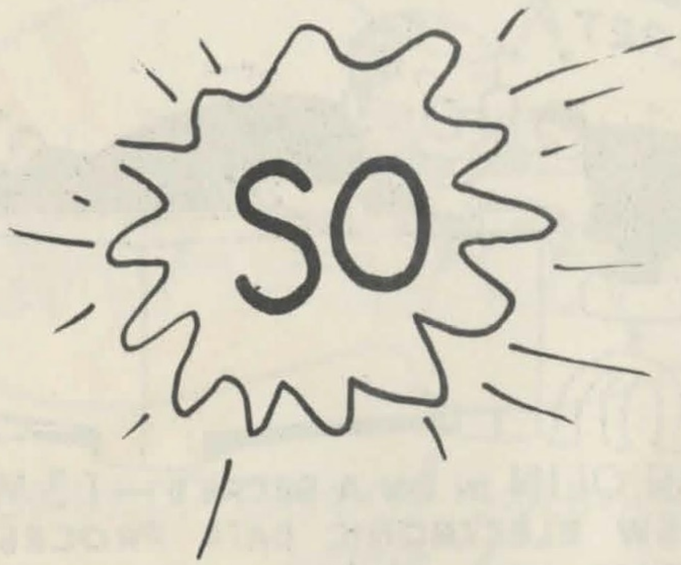
ALL OUR JOBS WOULD BE AT STAKE.

27.

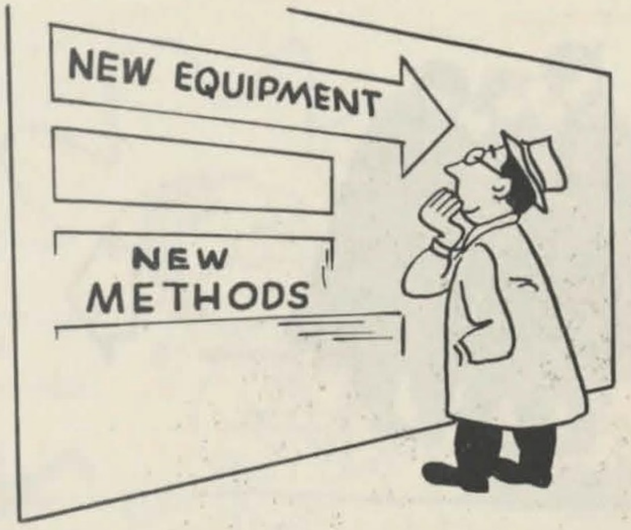


MANAGEMENT DOESN'T WANT THAT TO HAPPEN — THEY WORK HERE, TOO!

28.

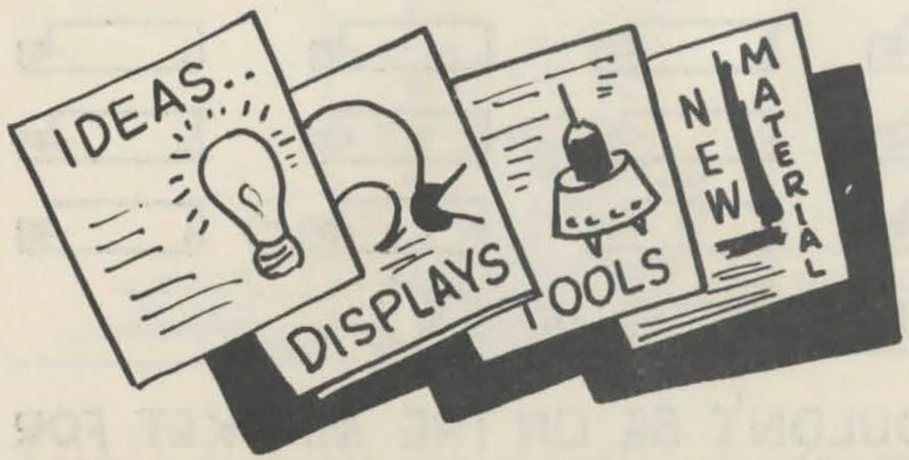


29.



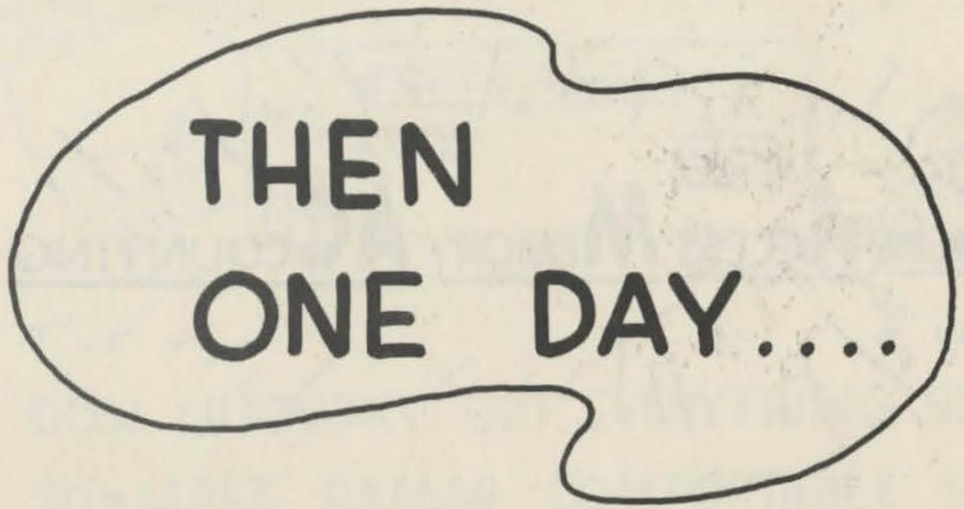
MANAGEMENT IS ALWAYS LOOKING FOR WAYS TO IMPROVE CUSTOMER SERVICE.

30.

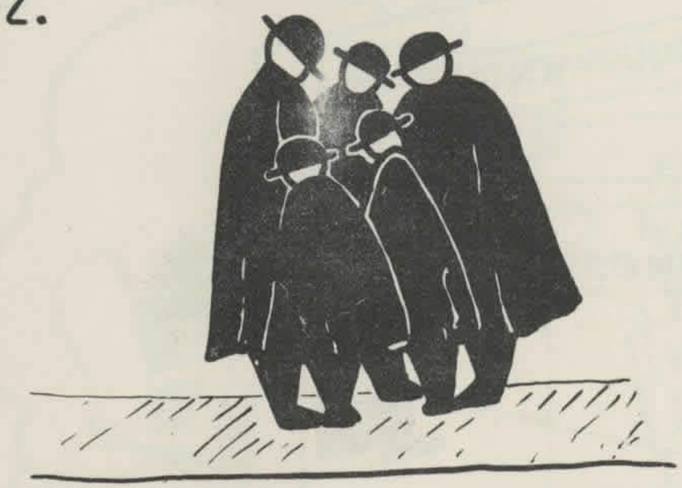


IMPROVEMENTS ARE ALWAYS WELCOME.

31.

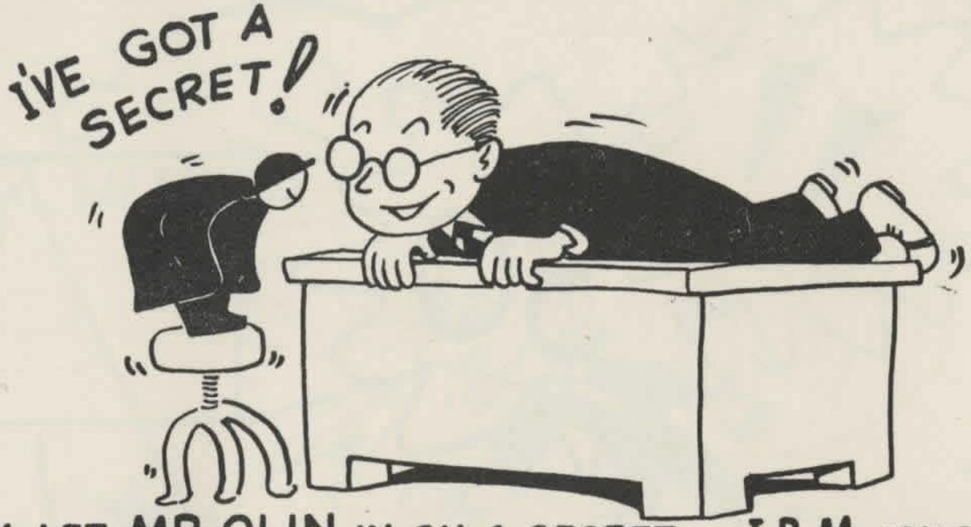


32.



A MYSTERIOUS GROUP OF I.B.M. MEN VISITED SQUARE D.

33.



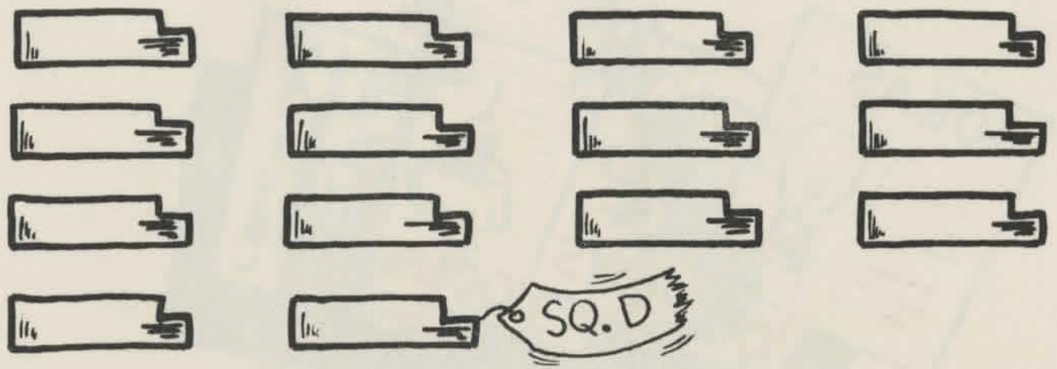
THEY LET MR. OLIN IN ON A SECRET — I.B.M. WAS MAKING A NEW ELECTRONIC DATA PROCESSING MACHINE THAT WAS JUST THE THING FOR KEEPING OUR INVENTORY RECORDS.

34.

RANDOM ACCESS MEMORY ACCOUNTING

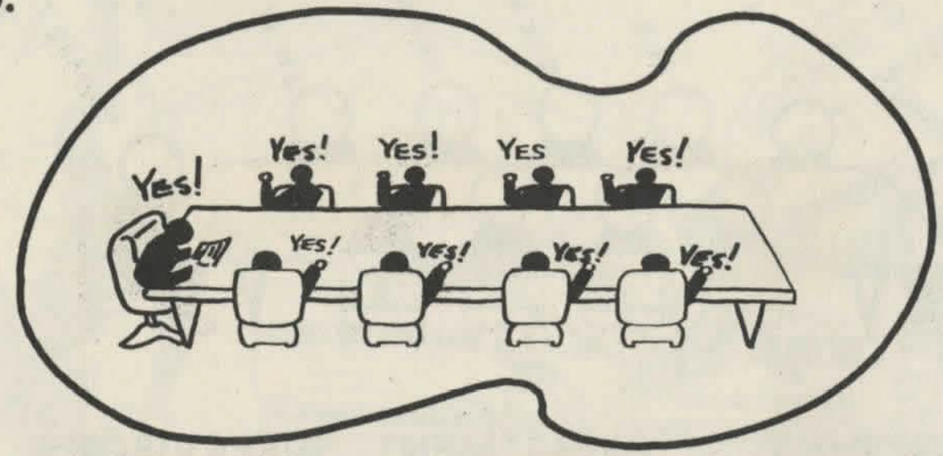
ITS NAME WAS "RAMAC."

35.



IT WOULDN'T BE ON THE MARKET FOR SOME TIME, BUT MEANWHILE WE COULD HAVE ONE OF THE (14) FIELD TEST MODELS.

36.



IT SOUNDED GOOD! SQUARE D SAID, "YES"!

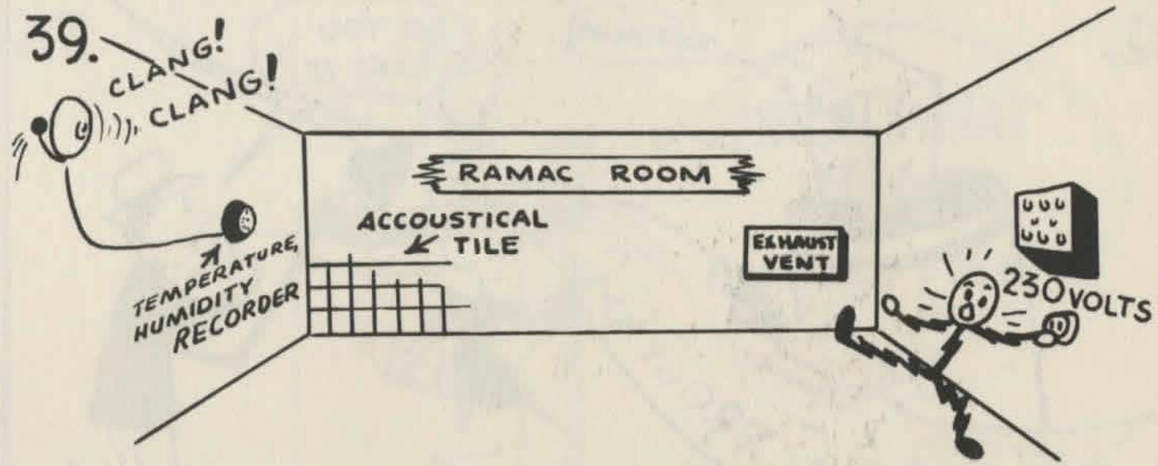
37.

MR. OLIN GOT PREPARATIONS STARTED.

38.

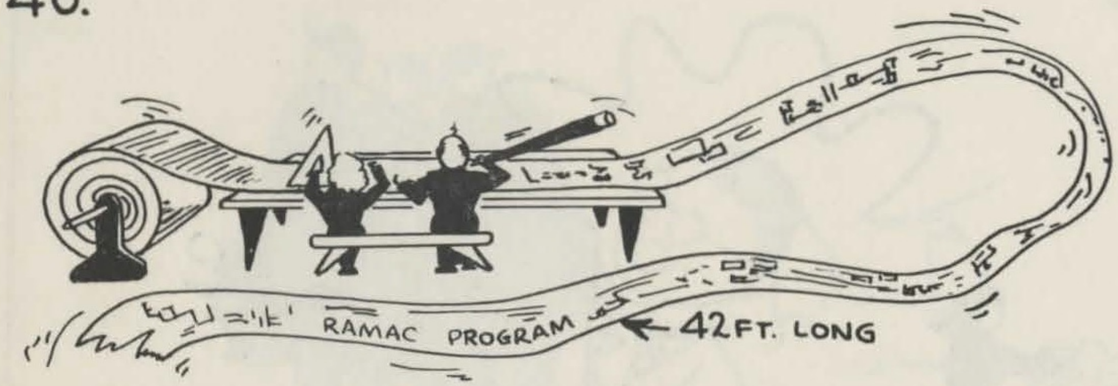
PASH SHAFFER CLEANED OUT HIS STOCK-ROOM SO RAMAC COULD HAVE A HOME.

39.



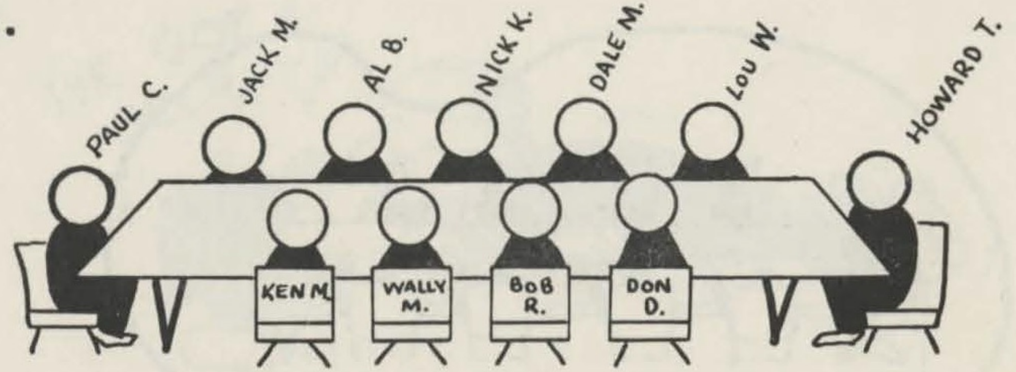
DON LUTOVSKY GOT EVERYTHING SET TO MAKE RAMAC COMFORTABLE IN ITS NEW HOME.

40.



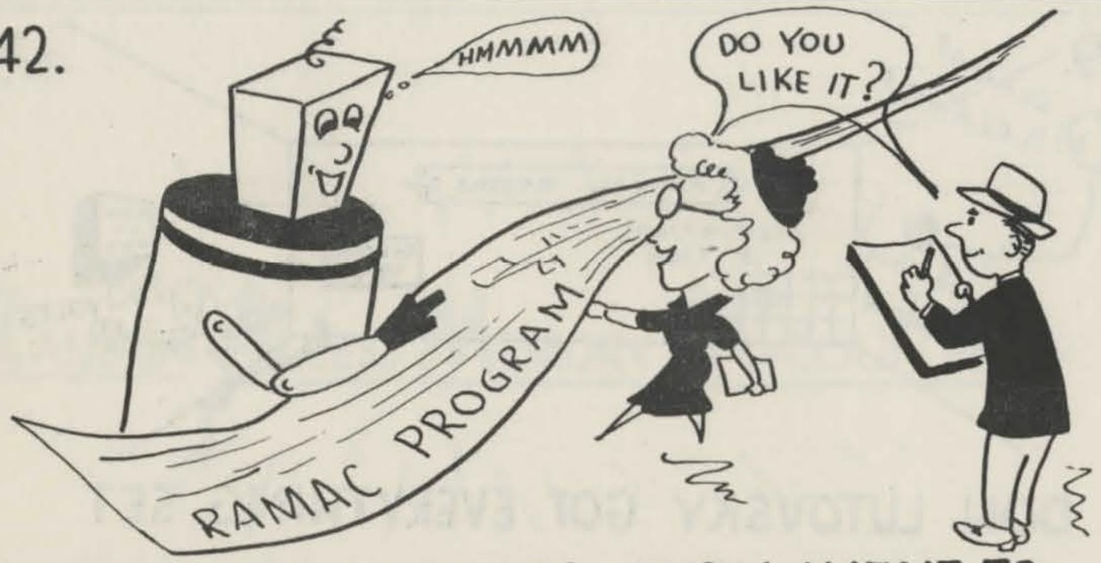
LORETTA HARTFORD AND WILLARD JEROME PREPARED INSTRUCTIONS TELLING RAMAC HOW TO KEEP OUR INVENTORY RECORDS.

41.



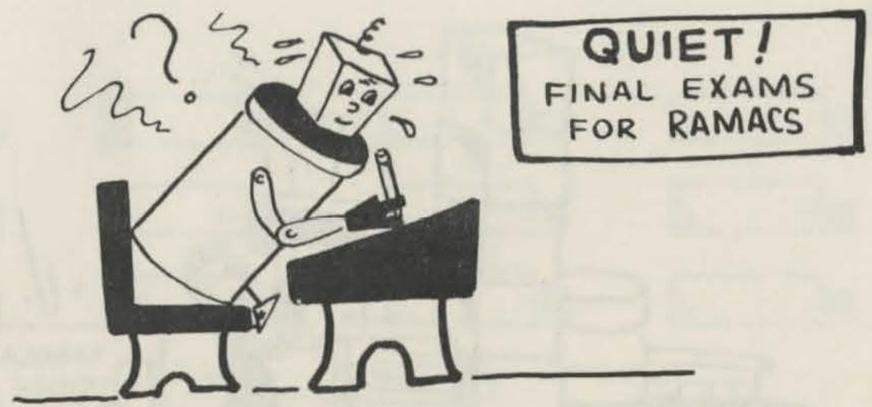
THE PRODUCTION DEPARTMENT SUPERVISORS DISCUSSED THE INSTRUCTIONS FOR RAMAC AND OFFERED SUGGESTIONS FOR IMPROVEMENT.

42.



LORETTA AND WILLARD EVEN WENT TO CALIFORNIA TO MEET RAMAC AND TO SEE IF IT LIKED THEIR PROGRAM.

43.



RAMAC LIKED SQUARE D'S PROGRAM AND PROMISED TO LEAVE FOR MILWAUKEE JUST AS SOON AS IT PASSED ALL ITS FINAL EXAMS AT THE I.B.M. FACTORY.

44.

OUR RAMAC SHOULD BE ON ITS WAY SOON.

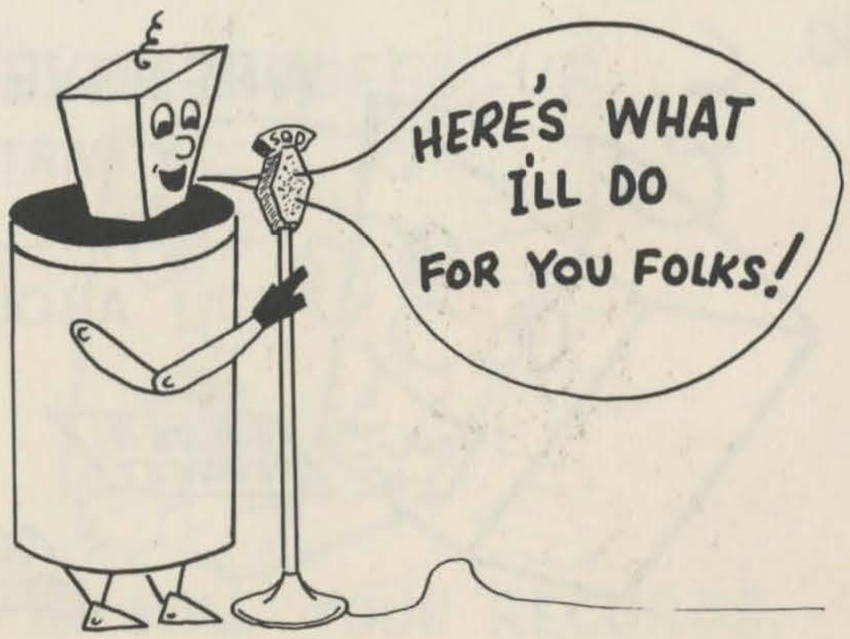
45.

WHEN RAMAC ARRIVES IT WILL GO INTO SECLUSION WHILE I.B.M. CUSTOMER ENGINEERS MAKE SURE IT'S STILL IN TOP SHAPE AFTER ITS LONG TRIP.

46.

THEN RAMAC WILL GET TO WORK KEEPING OUR INVENTORY RECORDS.

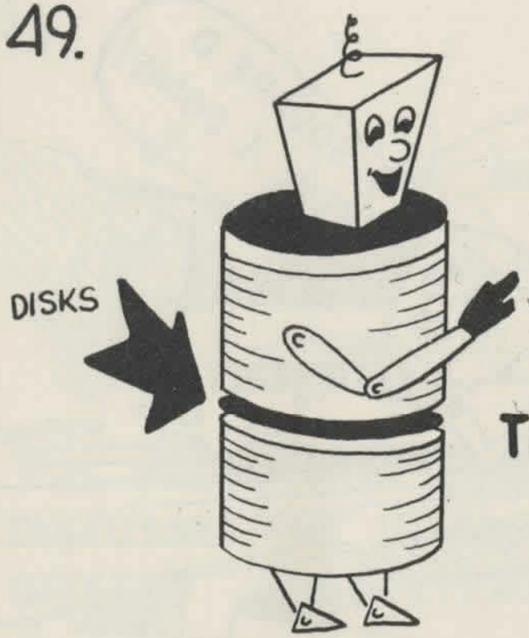
47.



48.

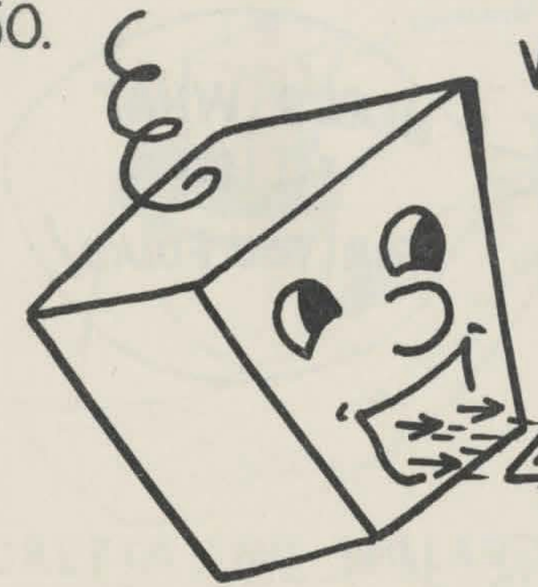
I'LL GIVE SQUARE D MORE PRESTIGE AND A HEAD START ON COMPETITION.

49.

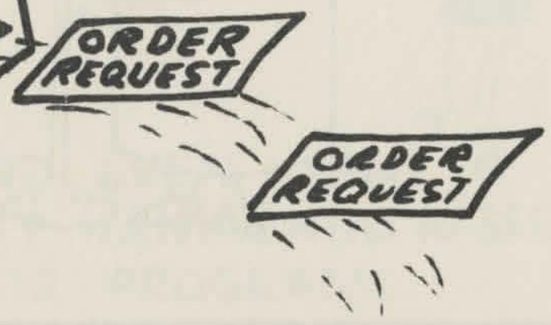


I'LL KEEP YOUR PARTS RECORDS UP TO DATE ALL THE TIME HERE ON MY **DISKS**.

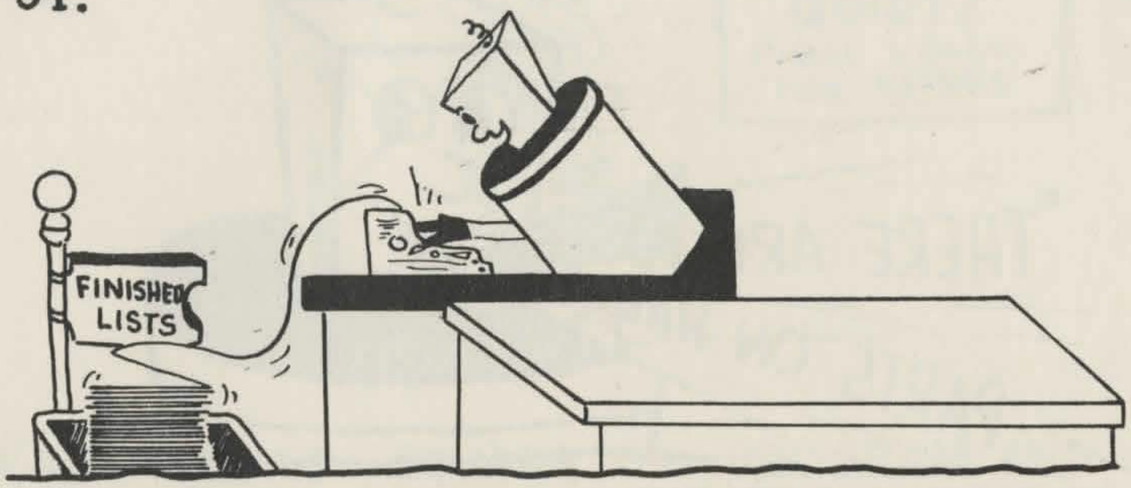
50.



WHENEVER... A PART RUNS LOW, I'LL TELL YOU ABOUT IT.

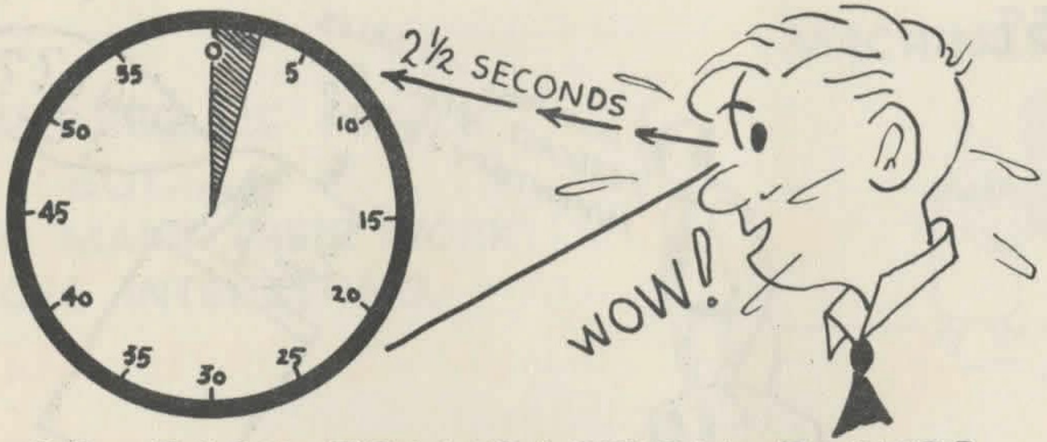


51.



I'LL PRINT LISTS OF PARTS YOU NEED TO MAKE ASSEMBLIES.

52.



I'LL DO EACH TRANSACTION FASTER THAN YOU CAN SAY **"RANDOM ACCESS MEMORY ACCOUNTING."**

53.

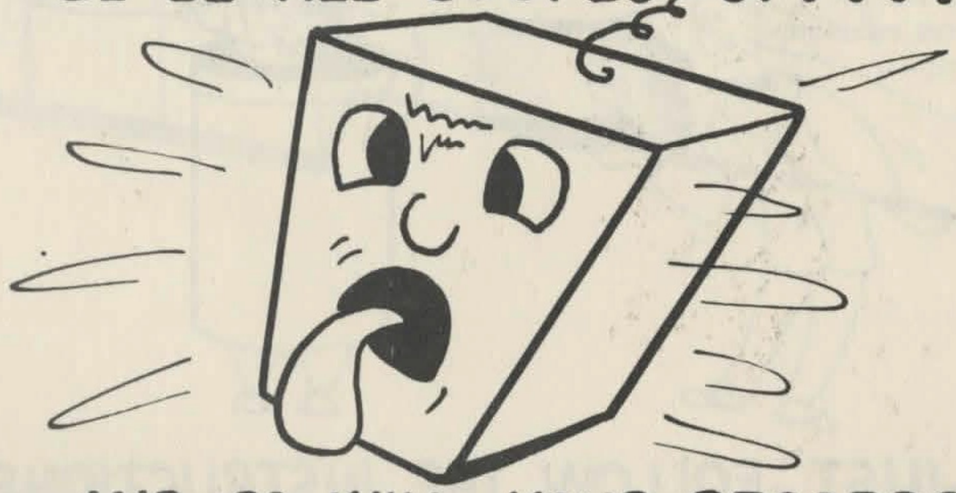
I'LL ALWAYS GIVE YOU THE RIGHT ANSWERS, IF **YOU** GIVE **ME** CORRECT INFORMATION.

54.

BUT

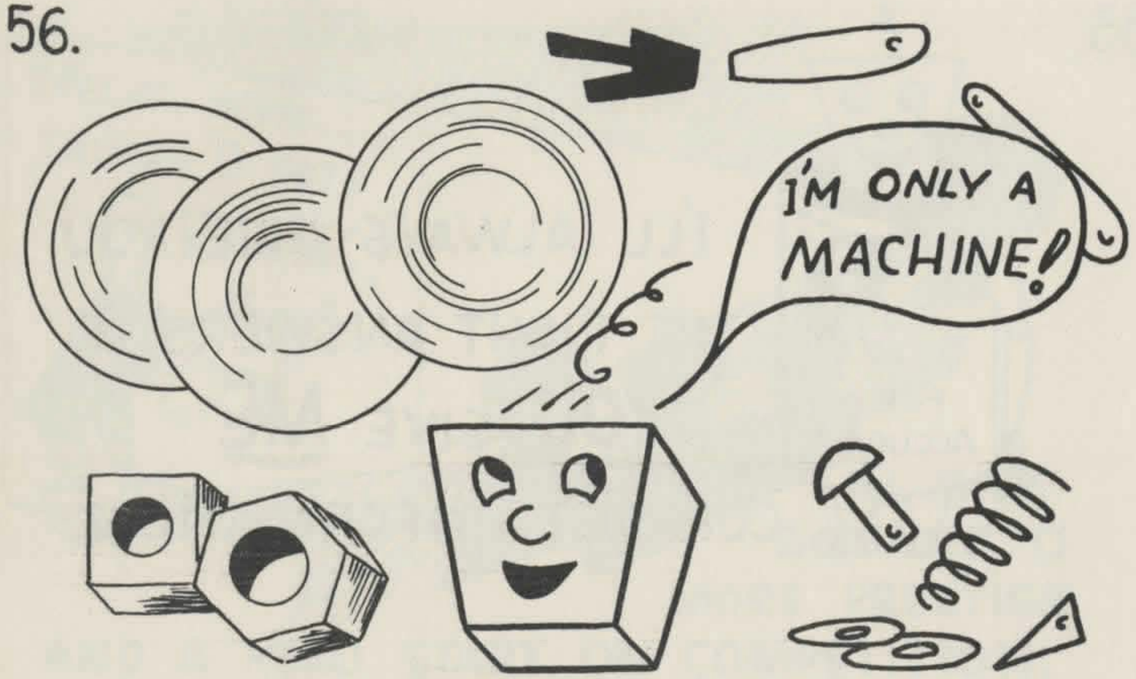
IF YOU GIVE ME INCOMPLETE OR INCORRECT INFORMATION ⇨ ⇨

55. I'LL BE ALL GOOFED UP. . . .



. . . . AND SO WILL YOUR RECORDS.

56.



57.

I CAN'T THINK.

58.

I JUST FOLLOW THE INSTRUCTIONS PEOPLE GIVE ME.

59.

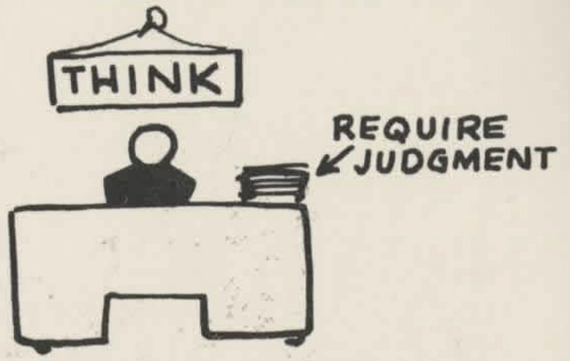
I LOVE DULL, ROUTINE WORK.

60.

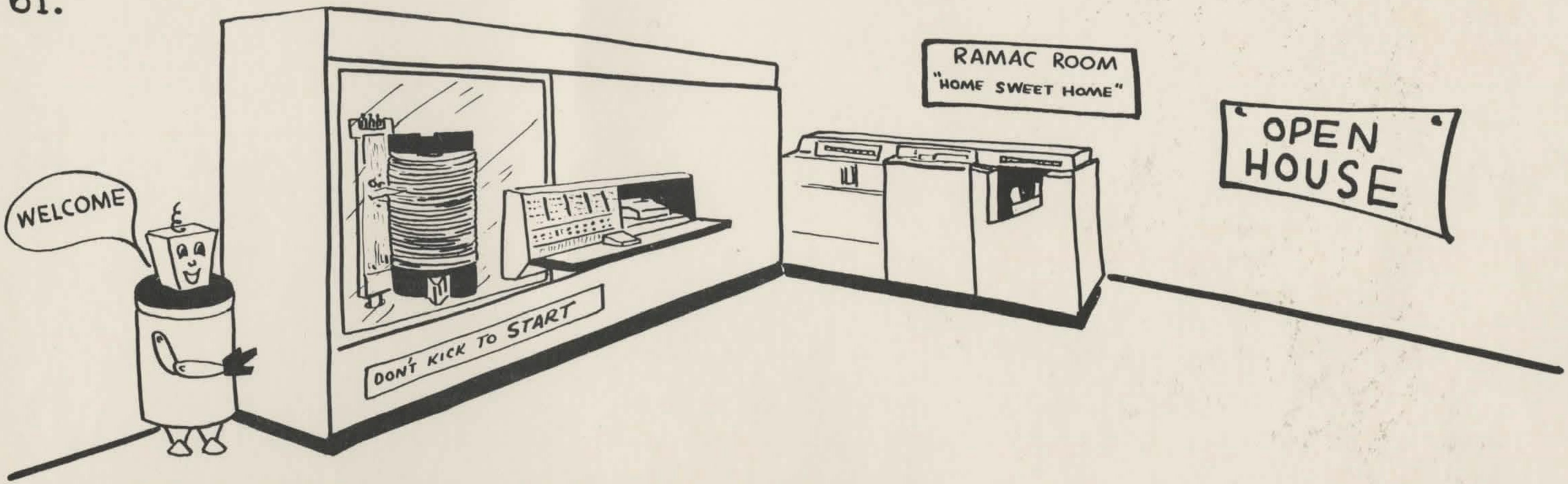
I CAN'T REPLACE PEOPLE
BUT...
I CAN MAKE THEIR WORK
MORE INTERESTING.

MACHINES CAN DO:

ONLY PEOPLE CAN



61.



AS SOON AS I AM SETTLED ON MY NEW JOB . . .
I WOULD LIKE TO MEET ALL OF YOU. WATCH FOR THE ANNOUNCEMENT!